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Author: Małgorzata Suchacka, Grzegorz Gawron

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Regional Identity in the Perspective of Corporate Social Responsibility – Sociological Considerations

The Goal and the Basis for Authors' Considerations

Globalisation processes that we have been observing, have significant impact on many dimensions of social life. Results of global economic transformations and functioning of the newest communication technologies are the subject of many research works from various science areas. Internet websites of companies in which, apart from basic data, information favouring creation of positive company image can be found are particularly interesting for sociologists. Globalisation is a process that is parallel to globalisation. It consists in the revival of local life and renaissance of local cultures. The consequences of these two processes can be observed in many new or newly discovered ideas or concepts of management, including the way in which an organisation image is created. Corporate social responsibility is one of such concepts.

The goal of the paper is to answer the question whether, and to what extent, traditional values of regional culture in Silesia are present on Internet websites of Silesian enterprises, and whether it is a result of the informed attitude of corporate social responsibility. While searching for answers to the questions, the analysis of Internet websites of 115 enterprises associated with traditional industry in Silesia, that is, coal mining, metallurgy, or heavy industry was conducted.

All considerations are divided into several parts:

- the first part presents determinants of traditional regional values in Silesia and their evolution. It also describes tradition of corporate social responsibility in Silesia on the basis of many examples of activities of Silesian entrepreneurs at the turn of the 19th and 20th centuries,
- the second part emphasises the importance of Internet websites in the policy of creating an organisation image and presents contemporary sources of the CSR concept,

- the last part, the summary, presents the assumptions and results of the analysis of Internet websites of Silesian traditional industry enterprises that take into consideration the presence of values associated with corporate social responsibility.

The presented analysis also aims at inspiring in-depth studies in the sphere of associations between the values of regional culture and the sphere of economy as well as their mutual relationships. Contrasting examples of enterprises that focus on the values of regional culture, and see there, among others, the reasons for their success or failure could be particularly interesting. However, these reflections are focused on relationships between the values of regional culture and corporate social responsibility. The major assumption of the conducted analysis of Internet websites is that they are a specific kind of electronics – a cultural mirror in which the reflection of traditional values of Silesian culture, such as hard work, solidarity, friendship, punctuality, but also informed social responsibility expressed in knowledge and attachment to the region as well as concern about its environment and development, are found.

An Outline of the Traditional Values of Regional Culture

Regional values – however familiar to sociologists – are nowadays a subject really often referred to in many papers. This is probably because of the fact that, as a result of changes that have been occurring for at least thirty years, many experts indicate the increasingly growing role of regions in the economic and sociological development of the world. “Every region has a specific character that suggests the sociologist a range of interests for detailed sociological research that takes into consideration the type of the area and the character of the location. This also concerns Upper Silesia where research concerning the relationships between people and social groups, particularly migrant population, and the place of residence, work environment, local community, and the degree of identification and ties of inhabitants with the region, is most important” (Jacher 2005: 12). The aforementioned relationship that lies at the basis of rebirth of regionalism is a social aspect associated with the subject of regions. The awareness of cultural distinctiveness of the region emerges at the very base of ties between its inhabitants and some defined common values that are the source of inhabitants’ identity. A lot of contemporary researchers emphasise the permanence of the same values typical of Silesian culture, associated with the following:

- family life – in which traditional division of roles and traditional family pattern, with father making a living and mother being responsible for all family matters was predominant. It should also be mentioned that in a traditional Silesian family the emphasis was put on education; usually the oldest son was the person whose education was invested in,

- Silesian ethos of work reflected in reliability, honesty, accuracy, security, responsibility for oneself and others, solidarity, discipline, timeliness, courage, and common sense,
- religious life – most often in Catholic faith, celebrating rites and attaching great importance to feast days of patron saints of particular industries.

Religious values are most often a mythologised picture of one's own regional group, that is, idealised and strongly affected by emotions (Robotycki 1990).

Silesian enterprises of traditional industry have always referred to values associated with Silesian labour culture. "Actually, the values that workers of coal mines and heavy industry enterprises brought to the contemporary times include the ethos of diligent, honest work, respect for the place of work, attachment to working place, and also inspiration to improve qualifications, discipline, innovativeness, and the skill of team work. They are all the values that shape the attitudes of contemporary organisations and enterprises that are successful in the world, they are the values and attitudes that various foreign consultants try to *teach* our workers" (Stachowicz 2001: 14). Considering the studied enterprises associated with traditional industry, so typical of the region of Silesia, they were to be, somehow in principle, socially responsible and aiming at cultivating regional cultural values. However, it was also one of the questions the answer to which was searched for in the conducted analysis. It was essential to determine some elements of culture, or "rooting," that might show informed social responsibility.

Corporate social responsibility has always been a durable element of Silesian culture of work. In the contemporary economic conditions it is assumed that the analysed enterprises should be aware of social responsibility which is expressed in emphasising ecological attitude to the conducted business activity, cultivating values favouring good contacts with the environment and good atmosphere at work, also referring to the traditions of the region, Silesian ethos of work, and participation in the life of the local community, to name a few.

Traditions of Corporate Social Responsibility in Silesia

In 1785, a steam engine was installed in the Friedrich Mine near the town of Tarnowskie Góry. It was a sensation at that time because it was the first steam machine on the European continent (except for the British Isles). "Consequently, the use of coal energy in combination with water steam opened new technological possibilities, and brought massive increase in industrial production, establishment of new factories, and the mass influx of rural population to fast-growing cities" (Gawron and Rojek-Adamek 2012: 227).

One of the consequences of the industrial development within Upper Silesia and Dąbrowa Basin was the creation of a unique social system that was character-

ised by the overlapping of professional, social class, and culture-related divisions that were consequences of inhabitants' origins, as Marek Szczepański writes. As a cultural border region, Silesia was characterised by the diversity of life attitudes, norms, and values of three different communities living in the former province of Katowice. On the one hand, groups of people who migrated from other parts of Poland in search of professional, civilisational, and educational opportunities (they were called *Gorole*) were the carriers of various orientations. However, in the vast majority they were not interested in cultural assimilation or the culture of the encountered world, but primarily they were looking for a better life in economic terms. The second group consisted of native Silesian population living here for generations (called *Hanysy*); the third group in the melting pot contained the native Dąbrowa Basin community (*Gorole-Zagłębiacy*) and a part of Lesser Poland which was incorporated as a result of administrative changes within the boundaries of the province (Szczepański 2002: 45–46).

The fact that the relationships between the workplace and the place of living were extensively developing was also significant. Emotional bonds between the workers and industrial plants were increasingly more explicit. This was because they not only offered employment but also organised cultural life of the employees. This process gained special importance in the 20th century. The first years of the 20th century and the interwar period abounded in the constructions of new settlements for workers, centred around industrial plants and organised with the entire infrastructure necessary for providing appropriate living conditions (Gawron and Rojek-Adamek, 2012 after: Przybyła 2004: 92).

Therefore, looking at the history of industry in Silesia, it must be emphasised that since the beginning of its most dynamic development in the 19th century, wealthy entrepreneurs really generously supported social purposes in a few key areas. The dynamic nature of industrial development at that time was so distinct that attempts were made to encourage rural population to move permanently to the cities, and it was actually happening. Housing estates near factories were the major cause of population growth in cities in the mid-19th century. Manufacturers sought for workers, especially skilled ones, while tempting them with better wages or social conditions. It was quite common to build settlements and houses, schools and hospitals for workers near factories, and to provide material aid for the workers in the form of loan and savings associations. "The King of Zinc," Karol Godula, was still the pioneer in building settlements for workers in Silesia in the first half of the 19th century. Donnersmarck family who were the founders of several settlements, schools, and at the end of the 19th century, even of a hotel for unmarried steel mill workers nearby Laura steelworks, had particular accomplishments in this sphere. They also offered three-bedroomed flats to their workers, whereas others usually offered one or two-bedroomed accommodation. In the middle of the 19th century in Bytom, houses for workers and a primary school were built near Pokój and Zgoda

steelwork plants. Just before World War I, other steelworks also owned houses for the workers' families and single workers. They were: Batory, Laura, Bankowa, Bobrek, Pokój, Zygmunt. The coal mines with the same facilities included: Dymitrow, Łagiewniki, Rozbark, Miechowice, Emmanuelssegen, Fanny, Czeladź, Saturn, Gottessegen, and Ludwik. The houses had the basic standard with access to running water pumped from the old mine, working and cleaned in filters. The rent in such a flat was not as high as in houses rented at market prices. Employees living closer to their workplace had more time for leisure, which was also noticed and approved.

The 20th century was already a period of a comprehensive approach to the subject of company house-building. Entire settlements were built for the workers with a park, a school, a laundry room, and a church – such as Nikiszowiec and Giszowiec that are famous in Poland today. At that time, schools for miners' children were also more frequently established. They were maintained by coal mines. Donnersmarck family, and particularly Hugo Henckle von Donnersmarck, contributed to the building of several new schools. At the end of the 19th century, the Donnersmarck family established a foundation that began to grant scholarships for the workers and their children who wanted to improve their qualifications. Foundations, the capital of which was intended for permanent, one-year benefits for factory employees and for the support of the orphaned children of late workers, were also created. Scholarships granted by schools that educated specialists, like for example, the school of mechanical engineering in Gliwice (Biały 1963) were also popular. Attention was also focused on other aspects, and therefore comfortable water baths, canteens, and infirmaries were built. In 1911, a community house for workers, with a library and a reading room was built near Saturn coal mine in Czeladź. Hospitals built near factories, where workers could be provided with free medical care, were a specific manifestation of concern for workers. Karol Godula and Franz Winckler were pioneers here.

All these expressions of concern about workers were the result of a purely calculated approach to business. It was even more difficult because there were no such possibilities of gaining large popularity and fame that way as there are nowadays. Due to the fact that the media were poorly developed, entrepreneurs could only compete with each other and they had limited opportunities to promote their charitable activities. There were no tax deductions at that time, so manufacturers, not waiting for any state services, felt more responsible for the local community. Karol Godula was again a radical example here. He left in his will a fifty thousand thaler, which was a large amount of money at the time, to be divided among his employees. To gain some more publicity, wives, and daughters of manufacturers often engaged themselves in the organisation of balls and charity concerts. Activities of Eve von Tiele-Winckler, who devoted her life to working for the poor and suffering people, could be an example here. She was the founder of the care homes in Miechowice and the Evangelical Deaconate "The Peace Refuge." The

Donnersmarck family also financed building of many new churches, for example, in: Piekary Śląskie, Bytom, Zabrze, Tarnowskie Góry, Repty, Świerklaniec, Radzionków, Siemianowice, Mikulczyce, Stare Tarnowice, Nowy Bytom, and Halemba.

They also supported workers after the fire in Radzionkow in 1900, and offered them clothes and allowances in the amount of four hundred marks for each. The wife of Count Łazarz IV von Donnersmarck – Mary, initiated establishment of the monastery of Borromean Sisters in Nakło, which kept an orphanage. Regardless of beliefs, religious goals were also supported, just as the one of the daughter of Franz Winckler, who gave land for the construction of Evangelist Church of Christ's Resurrection in Katowice.

To sum up these numerous examples of care for the local community, it should be emphasised that the ways of communicating information about the conducted activities were quite sparse at the time, and were generally limited to newspapers and direct meetings of associations, or various types of organisations associating elites. Nowadays, when communication capabilities are much broader, paradoxically, we can have the impression that only few companies are interested in creating their image by emphasising their socially responsible attitude.

This is probably the consequence of information overload we got involved in, together with the emergence of new communication technologies. The fact is that everyday “bombing” with sensational news could be the subject of a separate study.

The Internet and Care about the Enterprise Image

It can be easily noticed that the Internet is the source from which information can be obtained in the fastest way. The newest communication techniques are in the centre of interests at the beginning of the new era. They offer a lot of opportunities for discussion to various scientists associated not only with technology but also with social sciences and culture. The majority of contemporary managers start their day with connecting to a network, which means that we live in the information era.

The new IT revolution has been progressing for some time. It started in the enterprise where there was a constant demand on economic information and it soon covered all the social institutions within its scope. The change in the importance of information both for the enterprise and individual people, will be a result of the revolution. It is not a revolution in technology, mechanisms, techniques, computer software, or speed of data transfer. It is rather a revolution of notions (Drucker 2000: 99).

The change in the perception of some notions concerns the way of interpreting information. Together with interpretation, whether we want it or not, a cre-

ated image of an organisation or enterprise occurs. It is not without reason that most important companies spend increasingly more resources on PR specialists.

The Internet, one of the most dynamically developing communication tools, offers an enormous potential. This does not only concern the immediate search for information and communication with others but also the creation of an image consistent with the organisation's mission. "Network website of an organisation is often the first and most obvious channel of communication available for a person interested in gaining information about a particular entity. In this meaning, the statement that in the 21st century one's own website on the Internet is the most important communication channel is justified" (Seitel 2003: 337). Combining multimedia, sound, graphics, image, and animation, that is, numerous means of communication, provides a possibility of creating a powerful tool – the organisation showpiece that reaches millions of recipients. Contemporary consumers are very demanding, they are better educated and informed, which results in the fact that they search for evidence and they get bored very quickly.

The major problem of information society is not only multiplying information or increasing its availability, but a concern about its quality. And here, apart from highly specialist information, regression is observed rather than progress. In mass media, information and documentary programs are increasingly more saturated with elements that aim at attracting and keeping the viewer's attention, and therefore they become info-entertainment, at the expense of the essence, reliability, and adequacy of information. (Goban-Klas 2007: 148)

Therefore, on the one hand, only the companies that have their websites created not exclusively on the basis of the catalogue of products or services but also present an interesting note about the company life, its internal issues, ideas concerning good atmosphere at work, and good contacts with the environment, remain in the customers' memory. On the other hand, these elements should be accompanied by a concern about a professional presentation of specialist, expert information about the terms on which cooperation can be established. Nowadays, the choice of a business partner is also determined by other factors such as shared values, that is, consistence, reliability, punctuality, openness to contacts, trustworthiness, and finally, which should be explicitly emphasised, social responsibility and willingness to experiment with innovations. Silesian enterprises of traditional industry have always taken into account the values according to which, beside the ethos of hard and honest work, discipline and skill of team work and aspiration to develop qualifications have always been observed. This significantly affects the enterprise image as one constantly taking care of human capital and, thereby, the highest product quality. A clear information policy certainly favours the formation of a good image of the company as a reliable partner respecting clear values. Increasingly more frequently

the companies post on their webpages information for press about the current events concerning the enterprise. They provide reference list of their customers, and also present reports on the sponsored events. It is more and more explicit that Intranet, the internal network for workers, is also becoming a necessary tool. All these aim at reaching and retaining customers. At the time of globalisation, immediate communication is extremely important, and a well-managed enterprise also represents an appropriate approach to communication through the Internet. Customers look for products and opinions about them on the Internet more and more often. It is one of the results of the globalisation process reflected in a pervasive need to check opinions and facts.

CSR – Sources of the Latest Approaches

The beginning of the very idea of corporate social responsibility is often identified with events taking place in the 18th century.¹ Their participants were enterprises and communities associated with them. That was because their mutual relationships were based on adopting (in a forced or voluntary way) socially responsible attitudes by companies. At that time, their sources were searched for mainly in religious, ethical, philanthropic, and paternalist determinants (Working Report 2004). However, only the 20th century brought actions aiming at application of the idea of social responsibility in business. It occurred in the 1960s together with the the paradigm of sustainable development, determining change in perceiving economy as autonomous construct, and recognising it as an integral part of social life (Gawron 2013, after Gawron, Geisler, and Szczepański 2008).

Corporate social responsibility grows out of the concept of sustainable development that is one of the superior goals of the EU social policy. The approach to how social, economic, and ecological problems are solved is common for both these phenomena. Generally, it is about a durable improvement of “the quality of life of contemporary and future generations through shaping appropriate proportions between three types of capital: economic (E), human (H), and natural (N).” (Piontek 2002). Such an approach constitutes a serious challenge for all the actors creating contemporary social life. This is accompanied by increasingly more explicit civil emphasis and the trend of business self-regulation that is growing in power. The

¹ We speak here, among others, about the boycott of the East India Company by English consumers in 1790, in relation to the production of sugar for which Caribbean slaves were used. As a result, the company changed production practices, while less slave work was used by the producers from Bengal. On the other hand, in 1800, Quaker Lead Company built houses, a school and a library for its workers and their families, and used water pumps for water recycling as a part of industrial production. Moreover, other enterprises in the 19th century, that is, Guinness or Cadbury&Rowntrees were characterised by activity of high level of responsibility.

fundamental tasks for enterprises, that is, transparency of actions, clear principles applied in practice towards workers, customers, and contractors, and participation in important events of local communities result from here.

This is because, if enterprises functioning on the market now want to survive and develop, they have to meet expectations of various groups – workers and customers, suppliers and contractors, ecological and social organisations, government and local authorities, and many others. Managers are forced to analyse a lot of completely new issues that traditional business has never focused on. Therefore change in the very substance of business activity that shapes new relationships between natural environment, people, and enterprises is taking place. In the view of many people, the main task of a company nowadays is to create values, both economic as well as ecological and social. In other words, not only satisfaction of specific needs of the consumers but executing it in such a way that natural and social resources are not damaged or deteriorated in any way is a necessary condition for the company's survival in a long time horizon. (Gawron 2013: 33)

These and other postulates aimed at contemporary business, are not only the consequence of changes in the awareness of the society, but also of changes in the perception of social environment by the very entrepreneurs. This is because both forces more and more frequently agree with the statement that to survive and develop, they need each other. Without coordination on a higher level and intellectual work demanded here, economy cannot produce any added value or wealth. This is because it depends on something more than land, labour, and capital (Gawron 2013: 34, after Toffler 2003).

Corporate social responsibility – the activity conducted voluntarily by many enterprises – is a process of voluntary integration and creation of new forms of cooperation between business and public authorities. This is accompanied by the process of evolution of social awareness with respect to values functioning in economy and in social life. Two EU documents, Green Paper on CSR (2001) and White Paper on CSR (2003), are some kind of formalisation of these activities that are often spontaneous. This results from research showing that CSR may have various dimensions: internal – directed at workers, in the form of wealthy personnel policy, social package as well as larger participation in management, and external – directed at the company environment, mainly local community and non-governmental organisations. These are large concerns that most often are well aware of the fact that CSR is an element of the company image (Suchacka and Szczepański 2008). They have developed strategies and plans, but they are not always compliant with expectations of the local community in any way. On the other hand, uninformed model is more frequent in smaller enterprises of local character that know the environment and its problems really well, and the intentions to solve them are authentic and sincere.

From the point of view of this analysis, the aforementioned business self-regulation is an essential source of corporate social responsibility. Changes that had been occurring together with the rapid industrialisation in Silesia since the 19th century, were the expression of this self-regulation. Nowadays, in the literature on the subject, a lot of researchers indicate the emergence of the so-called *positive practices*. It is equivalent to popularisation of social movement inside the very business, and concerning reduction of corruption and frauds, and growth of transparency of principles and values that entrepreneurs observe while conducting business activity.

Binding regulations ensure minimum standards concerning all market participants, whereas self-regulations as voluntary initiatives can only complete them and promote higher standards for those that support them. [...] Laws and market mechanisms are necessary but not sufficient guidelines in business activity. They are representatives of the business sector, who show, through voluntary self-limitations, that conducting business activity in a reliable, honest way, with the highest level of integrity of words and actions, gives advantage that could not be achieved in any other way. This way, they prove that ethical conduct of an enterprise constitutes its asset, builds customers' trust, evokes investors' interest and workers' pride. [...] People expect that the enterprise culture and its activity will also include sensibility to social values. (Rok 2004: 11)

Despite strong justification of the necessity to develop and implement specific standards, so far it has not been possible to create uniform and generally recognised procedures that would include in their scope all areas of responsibility and all the applied instruments. Although in recent years, numerous standards serving unification of responsible social policy have started to be developed, for many people they still present an unclear issue. All case studies describing its characteristics most often include a lot of various elements that do not define precisely what particular standards are and why and when they should be applied. (Gawron 2015: 163, after *Mapping Instruments...*)

One of the common features of more and more frequently developed standards is the fact that they derive from the so-called reflective law that is different from subjective law. It is established by the state and determines what is legally allowed and banned, however, with limitations concerning implementation of regulations indicating general procedures that should be completed with content by the internal individual regulations of companies or other entities. (Gawron 2015: 163, after Gasparski, Lewicka-Strzańska, Rok and Szulcowski 2002)

The specific circumstances in which enterprises function, diversity of norms with respect to which they have to operate, and *plurality of values* in the contemporary society result in the fact that it seems impossible for the state to introduce a uniform law that accurately regulates all the occurring circumstances. Reflective law, the role of which is to apply the already existing legal regulations, to encourage business to behave *responsibly*, performs this *supplementary* role. (Gawron 2015: 163)

Analysing the concept of social responsibility, the following two major attitudes could be distinguished while approaching the whole in the categories of a game conducted by an enterprise:

- *Zero-sum game* – typical of an enterprise with the attitude of superior isolation towards the region and cities, which is a result of the awareness of economic power. Such an attitude, defined as a syndrome of “turning back,” limits rational thinking and does not bode well for the future.
- *Positive-sum game* – is a symbolic act of facing each other, which is expressed in practising symbiotic relationships that do not violate the essence, autonomy, and character, the sense of the company and city existence. In this case, there is a real chance of benefits for all the partners (Suchacka, Szczepański 2008).

However, it seems that authenticity is most important in corporate social responsibility attitude of an enterprise. Regardless of the level of awareness of the impact of the undertaken actions on the company's final image, these activities must be perceived by the most important actors as a consequence of real engagement and a prospective location in the region.

Analysis of Webpages – Selection, Assumptions, and Tools

Moving to the analysis of the most interesting conclusions drawn from the study of webpages, with respect to the presence of regional values and elements forcing corporate social responsibility, the enterprises whose webpages were reviewed should be presented. Among 115 studied enterprises working in heavy industry in Silesia there were:

- coal mines or groups of coal mines – mining plants – 6.8 per cent of the studied group,
- factories producing goods for the needs of industry – 35.0 per cent of the studied group,
- steelworks – 10.7 per cent of the studied group,
- power plants – 13.6 per cent of the studied group,
- intermediary companies selling coal – 2.9 per cent of the studied group,
- intermediary companies selling steel – 16.5 per cent of the studied group,
- companies trading in elements of machinery park and technological lines – 7.8 per cent of the studied group,
- others – 6.7 per cent of the studied group.

The major research assumptions were focused around the issues associated with the tradition of corporate social responsibility in Silesia, and consequently, around the presumption that there are references to elements of regional culture, Silesian ethos of work, concern about workers' development, cooperation with centres supporting the development of science, education, and culture in

regional aspect. Taking these assumptions into consideration, it was expected that the studied enterprises might want to refer to regional industrial tradition, social responsibility expressed in the knowledge of and belonging to the region, and care about its development.

A survey including fifty questions concerning the main issues of creation of the image of a socially responsible and innovative company that is associated with the region was the research tool.

Corporate Social Responsibility – Development of Workforce and Scientific Cooperation

The development and training of workers, care about their education, and scientific cooperation with institutions that might be helpful in this sphere are the values that have accompanied the Silesian form of corporate social responsibility since the beginning. Therefore, in the conducted analysis of the webpages of the companies, attention was focused on several determinants that might be related to this form of CSR.

Most information that shows appreciation of the knowledge capital of human resources could be found on the webpages of companies that act as agents in the sale of coal and in power stations. In general, one-third enterprises presented such information on their webpages. Only 3.5 per cent used, in turn, the notion of “learning organisation.” Considering more down-to-earth issues, 44.3 per cent of companies had tabs with job offers, which did not mean they were still vacant. Only 16.5 per cent provided information on opportunities that the company offers to its workers. It was mainly presented by companies working in the trade of elements of machinery parks and by power stations. Only 7 per cent of enterprises had the possibility to log in the Intranet where the workers could reach internal company information. This method of communication is very convenient and shows giving high priority to fast information flow and creating knowledge on this basis. The lack of such possibility in the case of other companies provides information that the system of communication is not the company’s priority. Therefore, there appears a question of how the latest technologies can function in a situation in which there is no good communication inside the company.

The fact of publishing information about the application of the latest technology on webpages, is some kind of indication of the company’s attitude towards the development of workers and the very company. Such information creates the company image of a reliable business partner and a supplier of services and products of the highest quality. It has been proved that almost 69 per cent of companies publish information of this type on their webpages. Obviously, it is quite general in its character; however, it is such an important element of the

image, that it is necessary. Most often, power stations present themselves in this way, that is, 93 per cent of them do. It is certainly the result of the fact that they are most often privatised or that large foreign concerns are their shareholders. Next, steelworks (82 per cent) and coal mines (71 per cent) indicated using the latest technologies. On the other hand, information that in their organisational structure companies had a special department of Research and Development type or a special laboratory, were found only in 15 per cent of the studied companies. This type of organisational units was most often found in coal mines; almost 43 per cent of them have such laboratories or their own research centres. As far as the issue of cooperation with technological universities is concerned, only 11.3 per cent of the studied companies undertake such a cooperation and provide information about this fact on their webpages. Most often, these are the companies acting as agents in coal trade, and also coal mines. This is surprising, considering the needs that the enterprises express and the effects they might use for themselves while creating opportunities for the regional researchers. Only 5.2 per cent of the studied enterprises cooperate with non-technological universities. They are mainly power stations. This cooperation may concern non-technological issues such as management, human resources, legal and financial expert opinions. However, the analysis of the webpages illustrates that such cooperation is very poor. In the results of the analysis in the sphere of a company's participation in special development projects of knowledge consortium type, scientific and technological parks look only little better. Twenty per cent of the studied companies participate in this type of projects; coal mines and companies acting as agents in coal trading are predominant here. However, there occurs a question whether they take part in this type of projects only because of business reasons or other ones as well.

Hence, the conclusions lead to the statement that the studied enterprises apply rather superficial models of pro-development behaviour. They officially admit that they apply modern technologies, and try to participate in important scientific and research bodies. However, scientific cooperation is actually very poor, and appreciation of workers' knowledge really scarce. Enterprises are not oriented to promoting themselves as innovative organisations that support the knowledge and the capital of their workers. Furthermore, in this sphere there is no reference to corporate social responsibility.

Corporate Social Responsibility – The Scope of References and Activity, and Regional Cultural Values

Analysing Internet webpages of Silesian enterprises, references to CSR concept, but those in which additionally there were references to the region, its tradition, culture, or at least to the specific character of heavy industry, were

looked for. Contemporary companies are more and more frequently under the special scrutiny of ecological organisations and local communities, and therefore they are forced to pay a lot of attention to the issues of environment protection. This aspect seemed to be obvious while starting the analysis of webpages of Silesian enterprises. It is also the scope in which promoting corporate social responsibility could be particularly successful.

It results from the analysis of webpages of the studied enterprises that in the case of 30.4 per cent of them, general information showing the attitude of a socially responsible company could be found. It was indicated to the largest degree by power stations (around 31 per cent of the studied group) and, in the second position, by the factories manufacturing products for the needs of industry (25.7 per cent). This probably also results from a larger impact of western shareholders on the management of these companies. These two types of enterprises also put a lot of emphasis on pro-ecological approach to the conducted business activity. However, only 6 per cent of the studied companies had a professional tab concerning CSR, out of which power stations constituted 70 per cent. Information about the functioning of the strategy of a socially responsible enterprise could be found in less than 10 per cent of them.

Industrial tradition of the region was referred to only by less than 9 per cent of the analysed companies; they were mostly factories manufacturing products for the needs of industry and, in the second place, enterprises trading in steel. These were often not too big companies in comparison with others, associated with the region and equally often referring to the Silesian ethos of work. These enterprises also participated most actively in the life of the local community. This indicates that the more global the company, having western shareholders, the less frequently it participates in local events. However, these companies apply formal procedures showing at least an official social responsibility. On the other hand, the smaller the company and the more rooted in regional tradition, the more often it ignores the formal part, while committing itself to authentic events that take place in the local community.

The result is that corporate social responsibility nowadays is not a value distinguishing the companies of traditional industry sector in Silesia. Interest in environment protection can be most often observed, whereas the elements of internal structures of the studied organisations or cultivating regional traditions associated with industry are completely neglected.

Which Aspects If Not CSR and Cultural Region Values?

The major subject that occurs in all of the analysed webpages of enterprises is searching for new customers and markets. It is a typical pro-customer attitude. However, focusing on the customer only is connected with including some basic

information. The majority (always over 70 per cent) have information about the enterprise history, customers recommending the company, contact details, that is, addresses, telephone numbers, e-mail addresses, and access maps on their webpages. On almost 60 per cent of them some type of news for journalists or information from the spokesperson could be found. Also, information about international cooperation is used as an argument for the establishment of business contact. Almost 43 per cent of the studied enterprises had that data on their webpages.

However, more sophisticated data such as the code of ethics or the set of principles that the company workers apply was found on webpages of only 1.7 per cent of the studied companies. Data concerning contacts with local authorities or other local government units, in turn, proved to be the poorest. Such information was presented only by 16.5 per cent. Coal mines and power stations were most dynamic in this narrow group. They are the entities that most often have some business matters to be settled with local authorities and they do not avoid such contacts.

Summing up, it should be stated that the customer seems to be most important for the studied companies. However, the rather superficial and non-uniform policy of enterprises shows lack of awareness of their managers in the sphere of impact of other relationships and references to regions on the acquisition of customers.

Conclusions

The study of the selected websites of traditional industry enterprises brings the conclusion that communication policy of the studied enterprises is focused on the major, and even primary, reason for business activity, namely, the acquisition of customers. It is a driving force for every economy. The results of the studies illustrate that not all sophisticated ways of gaining customers applied in global world economy are also applied in Silesia. Large world concerns having significant financial resources often do not want or cannot recognise the importance of regional cultural values for their economic position in the future, whereas smaller regional companies, while having no financial support, succumb to global pressures and struggle to survive, while neglecting a very important sphere of regional culture on which, for instance, the power of Silicon Valley was built. Enterprises in the region in which work has always been a special value, and religiousness and family life were the fundamentals for the creation of many fortunes, should see the obvious relationships between the region's culture and the company's future. A parallel phenomenon noticed in the conducted analysis is the fact of constant cultural attachment to regional cultural values among the smaller enterprises of national capital. However, this process is clearly threat-

ened, which is often reflected in neglecting these values and focusing only on economic survival.

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